

1 of 4

Last Received: 06/14/2012 1:53 PM

Showing Buylines: All Lines

Agency ()	NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	() WASHINGTON
	815 SLATERS LANE	Sales Office () JAMIE ANDRUS
	ALEXANDRIA, VA 22314	Salesperson (
Agency C/P1/P2/E	155/426/2602		
Flight Dates	10/05/2012 - 10/11/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	10/05-10/05	1	\$200.00	1
Rating: 2.8								
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/08-10/11	4	\$200.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
6	F	TODAY SHW	7A-8A	:30	10/05-10/05	1	\$450.00	1
Rating: 2.8								
7	M-TH	TODAY SHW	7A-8A	:30	10/08-10/11	4	\$450.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
11	SU	MEET PRESS-SUN	8A-9A	:30	10/07-10/07	1	\$150.00	1
Rating: 1.2								
12	F	KSL 5 NWS AT 5	5P-530P	:30	10/05-10/05	1	\$400.00	1
Rating: 2.8								
13	M-TH	KSL 5 NWS AT 5	5P-530P	:30	10/08-10/11	4	\$400.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
17	F	KSL 5 NWS AT 6	6P-630P	:30	10/05-10/05	1	\$500.00	1
Rating: 3.8								

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2602
Buyer TRACEY ROBINSON
Phone#
Fax#

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ALEXANDRIA, VA 22314
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Hiatus Weeks
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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
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37	SU	KSL 5 NWS-10	10P-1035P	:30	10/07-10/07	1	\$2,100.00	1
Rating: 8.6								

38	F	TONITE SHW	1035P-1137P	:30	10/05-10/05	1	\$550.00	1
Rating: 3.4								

39	M,TH	TONITE SHW	1035P-1137P	:30	10/08-10/11	2	\$550.00	2
Rating: 3.4								

Buyline Comment: 1/DAY

41	SA	SPORTS BEAT SA	1035P-1105P	:30	10/06-10/06	1	\$375.00	1
Rating: 3.0								

42	SU	SPORTS BEAT SU	1035P-11P	:30	10/07-10/07	1	\$475.00	1
Rating: 4.4								

---REPORT TOTALS---

Report Totals: 42 / \$28,850.00

---SALES MONTHLY TOTALS---

Oct 12: 42 / \$28,850.00
Sales Totals: 42 / \$28,850.00
Station Totals: 42 / \$28,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,167	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null
Demos RA35+

EC'd Yes

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